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2000 Annual Program Performance Report

CENTER FOR NUTRITION POLICY AND PROMOTION



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Center for Nutrition Policy and Promotion

FY 2000 Annual Program Performance Report

The Center for Nutrition Policy and Promotion (CNPP) was established December 1994 pursuant to a Memorandum of Understanding between USDA Research, Education and Economics and USDA Food, Nutrition, and Consumer Services. The mission of the Center is to improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers. The Center contributes to the USDA goal of attaining a healthy, well-nourished population.

More information regarding CNPP's programs can be found in the CNPP Strategic and Annual Performance Plans at www.usda.gov/cnpp. The following tables provide summary information on CNPP's achievement of FY 2000 Performance Goals. Only Federal employees were involved in the preparation of this report.

Strategic Plan Goal 1: Improve the Nutritional Status of Americans.

Objective 1: Advance food and nutrition guidance.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
1.1 Disseminate and increase awareness of the <i>Dietary Guidelines for Americans</i> , to help Americans improve their nutritional status: Wide dissemination of the revised bulletin <i>Nutrition and Your Health: Dietary Guidelines for Americans</i> through health professional networks and the media, after official release by USDA in FY 2000.	Research conducted, Dietary Guidelines Advisory Committee meets	<i>Dietary Guidelines for Americans</i> released by USDA	<i>Dietary Guidelines for Americans</i> released by USDA

2000 Data: The FY 2000 indicator for this goal does not lend itself to measurement by quantitative data. The release of the *Guidelines* during FY 2000 occurred as targeted.

Analysis of Results: The target for FY 2000 was met. *Nutrition and Your Health: Dietary Guidelines for Americans* was released May 27, 2000, by the President. This followed review by USDA and the Department of Health and Human Services (HHS) of the report received February 2, 2000, from the Dietary Guidelines Advisory Committee. This report contained recommendations for changes in the *Guidelines* and the Committee's rationale for these changes. Following receipt and release of the Committee report, public comments were accepted in writing and orally; these comments from the public were considered by the Departments in their review prior to finalizing the *Guidelines*.

Current Fiscal Year Performance: The major activities for FY 2001 are aimed to increase dissemination and awareness of the 2000 *Dietary Guidelines*; these activities are on target.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
1.2 Develop protocol for revision of the <i>Food Guide Pyramid</i> to reflect new nutritional standards and research on food consumption and composition: Publication of a protocol for assessing and revising the <i>Food Guide Pyramid</i> based on the year 2000 <i>Dietary Guidelines</i> , newly released nutrient intake standards (DRI), and updated food consumption information (CSFII).	Research conducted	Research and development	Research and development underway

2000 Data: This goal does not lend itself to measurement by quantitative data. Research and development of a protocol for assessing the Pyramid did begin as targeted.

Analysis of Results: The target for FY 2000 was met. In FY 2000, the Center conducted research using the CSFII 1994-96 data and completed the update for key sections of the Food Guide research base: whole grains, enriched grains, and dark-green vegetables. The food guidance system that provides the research base for the *Food Guide Pyramid* is updated by comparing the nutritional adequacy of its recommendations with current food consumption patterns. This research compares the adequacy of diets that conform to food group recommendations, using nutrient profiles for each group or sub-groups that are based on current intakes. Loss of a professional staff member with programming expertise in this area slowed the progress on this aspect of the update. However, recruitment efforts are under way to obtain this expertise.

Current Fiscal Year Performance: In FY 2001, research on the *Food Guide Pyramid* using the 1994-96 consumption data continues, and planning to develop a protocol for assessment and revision is being initiated. These activities are on target.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
1.3 Expand dissemination of the <i>Food Guide Pyramid for Young Children (FGPYC)</i> :			
Number of professionals, target audience members receiving <i>FGPYC</i> through CNPP distribution.	Materials developed and released	10,000 contacts	101,837 contacts
Number of copies of <i>FGPYC</i> distributed through FNS to their contacts.	N/A	150,000 copies	765,000 copies

2000 Data: The number of contacts by CNPP is compiled from internal records of copies distributed and from Web-tracking services for Web-site downloads. The number of copies distributed by Food and Nutrition Service (FNS) is obtained from FNS staff.

Analysis of Results: The target for FY 2000 was exceeded, demonstrating the continuing widespread interest in using the *Food Guide Pyramid for Young Children (FGPYC)* materials. Distribution of these materials by CNPP was through several channels, such as copies given to professionals at the American Dietetic Association meeting and other nutrition-related meetings and copies mailed to those requesting them. A total of 23,070 hard copies were distributed. The widest distribution in FY 2000 by CNPP was through the Center's Web site, with 67,294 downloads of *FGPYC* posters and 11,473 downloads of the booklet. In addition, FNS distributed over 750,000 copies of *FGPYC* materials to Child Nutrition Program sponsors during FY 2000.

Current Fiscal Year Performance: Dissemination of *Food Guide Pyramid for Young Children* materials is on target and will continue throughout FY 2001.

Program Evaluations: None conducted during FY 2000.

Objective 2: Effectively promote food and nutrition guidance for all Americans.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
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2.1 Develop nutrition promotion materials incorporating updated nutrition guidance from 5 th edition of <i>Dietary Guidelines (DG)</i> :			
Number of <i>DG</i> consumer bulletins to help Americans eat a healthful diet distributed.	Development of materials	Release, distribution of 100,000 copies	262,000 bulletins printed, estimated distribution of 7,700
Number of <i>DG</i> consumer bulletins downloaded from CNPP Web site.	Development of materials	100,000 downloads	133,102 copies downloaded
Number of <i>DG</i> materials targeted by content or audience developed.	N/A	Planning	Planning

2000 Data: The number of bulletins printed and distributed is compiled from internal records. Number of downloads is based on Web-tracking services.

Analysis of Results: The target for downloads of consumer materials was met; the target for distribution of print copies was not met.

Description of Actions and Schedules: More copies of the 40-page *Dietary Guidelines* bulletin *Nutrition and Your Health: Dietary Guidelines for Americans* were printed than estimated, but these print copies were not received until late in the fiscal year. While distribution was begun, the bulk of distribution did not occur until early in FY 2001. The number of downloads of the bulletin indicate the demand for this information by professionals and consumers.

Current Fiscal Year Performance: Dissemination and development of additional materials are continuing in FY 2001; these activities are on target.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
2.2 Identify use of and barriers to following the <i>Food Guide Pyramid</i> and develop targeted messages that will help consumers overcome those barriers:			
Administrative report completed on use of and barriers to following the <i>Food Guide Pyramid</i> , and recommended targeted messages.	N/A	Research	Research funding proposals submitted

2000 Data: This goal does not lend itself to measurement by quantitative data. Research funding proposals were submitted during FY 2000, but research was not begun because funding has not been obtained.

Analysis of Results: The target was not met in FY 2000.

Description of Actions and Schedules: To date, CNPP has been unable to obtain funding for a consumer research study to identify use of and barriers to following the *Food Guide Pyramid* and develop targeted messages that will help consumers overcome those barriers. One proposal for funding that was submitted is still pending, and if funded, would allow this research to begin in FY 2002.

Current Fiscal Year Performance: Consumer research is still planned, pending availability of funds.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
2.3 Expand use of CNPP food and nutrition guidance by influencing intermediary groups and information multipliers including policy makers, nutrition professional and educators, nutrition program managers and the media:			
Amount of Web page usage (hits)	22,200/wk	24,420/week	21,902/week
Seminar and symposium attendance	1,053	726	1,335
Number of media contacts	1,960	2,156	2,640

2000 Data: Registration forms; press releases; Web-tracking data; and media call-sheets, sign-in sheets, and a database are used to profile the extent that CNPP expands its food and nutrition guidance to different audiences.

Analysis of Results: Targets for seminar attendance and media contacts were met; the target for Web-page usage was not. The Center sponsored three well-attended symposia in FY 2000: *Dietary Behavior: Why We Choose the Foods We Eat*, 11/3/99; *The Great Nutrition Debate*, 2/24/2000; and *Nutrition and Aging: Leading a Healthy, Active Life*, 9/28/2000. Media coverage was heavy, with CNN, ABC, ABC Radio, AP, Reuters, and Knight-Ridder participating. The second symposium, *The Great Nutrition Debate*, attracted the largest media coverage for any event in the history of USDA, with 17 television cameras representing all of the major television networks and cable news programs. A large contingent of print media also attended. For interviews or information on breaking nutrition research and other stories, CNPP is routinely contacted by news organizations such as *The Washington Post*, *The New York Times*, *USA Today*, *U.S. News and World Report*, *Newsweek*, and all of the major television news and news magazines. CNPP typically receives about 20 telephone calls each week from the news media. In addition, CNPP coordinates the release of information to the press through the USDA Office of Communications. About 1,600 media contacts were made (approximately 200 for each of the three symposia and about 1,000 for the release of each of the five Nutrition Insights). During FY 2000, the CNPP Web site experienced 1.1 million hits, an average of 3,111 each day or 21,777 hits per week. The three most actively visited pages were the *Dietary Guidelines for Americans*, materials related to the *Food Guide Pyramid for Young Children*, and *Recipes and Tips for Healthy, Thrifty Meals*.

Description of Actions and Schedules: The assumption was made that with 22,200 hits per week in FY 1999, and with the Center's Web site becoming more well known and additional information being added throughout the year, a 10-percent increase for FY 2000 from the previous year or a target goal of 24,420 could be expected. However, the number of hits in FY 2000 were slightly less than those in FY 1999. One possible explanation for this downturn is that during FY 2000, there were server problems at USDA, resulting in periods with less accessibility of the Web site.

Current Fiscal Year Performance: In FY 2001, CNPP is planning to continue its symposium series, based on the current Administration's initiatives and is continuing to updating its Web site to increase public awareness of cutting-edge nutrition issues. We anticipate this target will be met.

Program Evaluations: No formal program evaluation of the communication of nutrition guidance was conducted during FY 2000. However, informally the Center has received praise and support from the office of the Secretary, the Under Secretary, professional associations, trade associations, other agencies, and the media.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
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2.4 Expand dissemination of consumer nutrition education materials based on the updated Thrifty Food Plan to nutrition educators working with food stamp audiences:			
Updated Thrifty Food Plan and menu/recipe guide disseminated to Food Stamp Program (FSP) staff.	TFP released, consumer materials in development	Disseminate to FSP staff	Materials disseminated to FSP staff
Number of consumer education materials disseminated	N/A	Develop consumer materials	Materials developed and released

2000 Data: Information concerning the distribution of TFP-based (Thrifty Food Plan) consumer materials to Food Stamps offices was received from the Food and Nutrition Service. Additional distribution information was compiled from internal records.

Analysis of Results: The target for FY 2000 was met. A consumer publication *Recipes and Tips for Healthy, Thrifty Meals*, based on the updated Thrifty Food Plan, was developed by CNPP. This publication includes 2 weeks of menus, recipes, and food lists, along with tips for purchasing and preparing food. About 2 million copies of this publication were printed in collaboration with the Food Stamp Program of the Food and Nutrition Service. Distribution of the publication to all Food Stamp State Agencies nationwide was handled by the Food and Nutrition Service. The distribution was based on the proportion of food stamp households up to a maximum cap. In addition, all State Food Stamp nutrition education coordinators received a copy of the publication. *Recipes and Tips for Healthy, Thrifty Meals* was also made available to professionals and the public through the Center's Web site, and 30,890 copies of the publication were downloaded during FY 2000.

Current Fiscal Year Performance: Distribution of *Recipes and Tips for Healthy, Thrifty Meals* is continuing in FY 2001.

Program Evaluations: None conducted during 2000.

Objective 3: Contribute to improved nutrition policy formulation.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
<p>3.1 Provide useful, timely information to policymakers and nutrition program managers regarding American dietary behavior and nutritional status:</p> <p>Policy makers and nutrition program managers use of analysis, reports, major publications, Nutrition Insights, the Healthy Eating Index as a diet quality report card.</p>	Survey not conducted	Policy Maker/Program Manager survey design	Survey was not conducted; Insights and reports developed

2000 Data: Development of a survey does not lend itself to measurement by quantitative data. Data on the Insights and reports are based on the number written and distributed.

Analysis of Results: The target was not met. CNPP, however, continued providing timely information to policy makers and nutrition managers. Nutrition Insights on current, relevant nutrition topics were developed and sent to policymakers and nutrition program managers. This publication was also sent to nutrition educators and researchers. These Nutrition Insights included the following: *Beliefs and Attitudes of Americans Toward Their Diet*, *Eating Breakfast Greatly Improves Schoolchildren's Diet Quality*, and *Food Insufficiency and the Nutritional Status of the Elderly Population*. Also, about 2000 copies of these Insights were mailed as part of CNPP's mail distribution list; the Insights were also available for downloading from the CNPP Web site. CNPP contributed to the work of the Interagency Forum on Aging-related Statistics, a coalition of nine Federal agencies. In the Forum's description of the overall status of the U.S. population age 65 and older, in *Older Americans 2000: Key Indicators of Well-Being*, the Healthy Eating Index was one of the indicators used to examine aspects of social and health behaviors that may threaten health.

Description of Actions and Schedules: A more realistic target was established for FY 2001 (to provide analysis to policymakers and professionals; to publish 10 Nutrition Insights/other reports). We anticipate this target will be met.

Current Fiscal Year Performance: Publication of Nutrition Insights and other studies continues, including those to be published as research articles or research briefs in our peer-reviewed journal.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
<p>3.2 Update and expand the Food Supply Data Series to include new, nutritionally improved, functional, and fortified foods to support mandated nutrition monitoring efforts; and utilize the new capabilities accorded by the Interactive Food Supply Methodology to frequently update and electronically publish the Series:</p> <p>New foods included in the Food Supply Data Series.</p>	N/A	Report update, Release of Interactive National Food Supply	Report updated for the years 1909-97; interactive version released

2000 Data: The data are based on publication of the report and inclusion of new foods in the series.

Analysis of Results: The target was met. The Food Supply Series now better accounts for consumption of certain foods (romaine and leafy lettuce, kiwi fruit, mangoes, and lowfat milk), compared with previous reports. Additionally, fortified flours and ready-to-eat cereals were updated to reflect these foods in the marketplace. Including the most recent data, the *Nutrient Content of the U.S. Food Supply, 1909-97* is in press; 500 copies will be distributed, and the report will be available on CNPP's Web site. This 130-page report includes information on trends in the availability of foods, food energy, and nutrient levels. The interactive version was released in September 2000 via the CNPP Web site. It allows users to calculate quickly food-supply nutrients, fortifications, and serving estimates of the *Food Guide Pyramid* for 1909-1997, which includes the most recent data.

Current Fiscal Year Performance: Updates are being conducted for the years 1909-99. Updates will reflect per capita food consumption data through 1999, the most up-to-date data available. The Center anticipates meeting this target.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
<p>3.3 Provide policymakers a "report card" on American diet quality:</p> <p>Provide Healthy Eating Index (HEI) scores for Americans, sub-groups.</p>	<p>Analysis published, HEI used by others</p>	<p>Analysis published, presented; HEI included in Healthy People 2010; Analyses using the HEI and National Health and Nutrition Examination Survey III</p>	<p>Analysis using the HEI was published; Food Guide Pyramid recommendations were included in the Healthy People 2010 initiative</p>

2000 Data: The data are based on the number of publications or reports that include analysis of HEI data and whether information regarding the HEI appeared in the Healthy People 2010 Initiative.

Analysis of Results: The target was not met. The committee that oversees the Healthy People 2010 Initiative decided to use *Food Guide Pyramid* recommendations, rather than the HEI, as an indicator of healthful eating. (Pyramid recommendations are, however, part of the HEI.) CNPP, however, did use several sources of data to examine healthful eating: the National Health and Nutrition Examination Survey III (NHANES), the Continuing Survey of Food Intakes by Individuals (CSFII), and a survey from the Marketing Research Corporation of America (MRCA). From analysis of these data sets, CNPP published three reports: (1) the effect of children eating breakfast, particularly a school breakfast (CSFII), and dietary status; (2) a study of people's beliefs and attitudes toward their diet and healthful eating (MRCA); and (3) a proposed model for examining diet quality and health status (NHANES).

Description of Actions and Schedules: A more realistic goal was established for FY 2001: "Maintain and update Healthy Eating Index."

Current Fiscal Year Performance: Additional analysis, using the HEI as an outcome measure, is planned. We anticipate this target will be met.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
3.4 Assist in the development and analysis of U.S. food security policy:			
CNPP analysis contributes to USDA Food Security Initiatives	“U.S. Action Plan on Food Security” published	N/A	N/A
Identify gaps in methodology used to collect food security information on elderly population	N/A	Recommendation on Survey Questionnaire Design	Recommendations provided

2000 Data: This goal does not lend itself to measurement by quantitative data. Recommendations are based on the Center’s contribution to the working group’s discussions.

Analysis of Results: The target was met. Several agencies were involved in the development of a questionnaire that gauges the level of food security/hunger in the United States. It is the only Federal survey assessing food security/hunger. The Center provided recommendations to a working group, of the Economic Research Service, which focused on issues related to the design of this questionnaire.

Current Fiscal Year Performance: As of FY 2001, this performance goal is no longer in the Center’s strategic plan.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
3.5 Provide updated Healthy Eating Index (HEI) to reflect the year 2000 <i>Dietary Guidelines for Americans</i> :			
Research leading to a technical administrative report completed using 1994-1996 consumption data and results reported in peer-reviewed journals and at professional meetings.	N/A	Research begins	Research funding proposals submitted

2000 Data: This goal does not lend itself to measurement by quantitative data.

Analysis of Results: The target was not met in FY 2000. To date, CNPP has been unable to obtain funding to complete the technical research needed to update the Healthy Eating Index to reflect the year 2000 *Dietary Guidelines for Americans*. One proposal was submitted for funding to a Government agency.

Description of Actions and Schedules: On November 14, 2000, CNPP submitted another proposal for funding.

Current Fiscal Year Performance: As of FY 2001, this performance goal is no longer in the CNPP’s strategic plan.

Program Evaluations: None conducted during FY 2000.

Objective 4: Enhance efficient development of food and nutrition guidance materials for the American public, including nutrition assistance recipients.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
4.1 Assure timely release of consistent Federal nutrition educational materials:			
Number of materials reviewed and released by Dietary Guidance Working Group (DGWG).	15	17	16

2000 Data: The number of materials reviewed and released is based on an actual count as reported in the Dietary Guidance Working Group Annual Report, which summarizes the documents reviewed and their dispensation.

Analysis of Results: The target for FY 2000 was not met. As expected, the number of materials submitted for review increased in 2000 to 16 from the 15 materials reviewed in FY 1999, but the increase was slightly less than the target. The materials reviewed by this group are dietary guidance materials for the general public developed by USDA or Department of Health and Human Services (HHS) agencies. They may include brochures, curricula, posters, or any other consumer materials. CNPP currently chairs the Dietary Guidance Working Group, consisting of representatives from agencies in USDA that typically prepare nutrition education materials, to ensure that nutrition education materials for the general public released by the Federal Government are consistent with the *Dietary Guidelines*. While the trend for increased numbers of materials to review is expected to continue for the next several years, it is difficult to determine exactly how many will be submitted in a given year by other USDA and HHS agencies. However, all materials submitted during FY 2000 to the Dietary Guidance Working Group by USDA or HHS agencies were reviewed by the committee, and comments were provided to the originating agency.

Description of Actions and Schedules: Efforts were made during FY 2000 to streamline the process of reviewing dietary guidance materials. Materials are now sent electronically by CNPP to agencies for review, whenever possible, and agency comments are also received electronically. In addition, a Web site to further streamline this process is now online.

Current Fiscal Year Performance: Review of materials is continuing in FY 2001; materials are reviewed as received.

Program Evaluations: None conducted during 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
4.2 Promote nutrition education and guidance cooperatively through public/private partnerships:			
Partnerships	12	12	14
Materials	N/A	2	2

2000 Data: The number of partnerships is based on an actual count by Center staff of partnerships with private sector companies to promote nutrition education/guidance, and of the number of materials produced in partnership with companies.

Analysis of Results: The target for FY 2000 was met. In FY 2000, two additional partnerships were formed. One was with a national food company that created educational materials using the *Food Guide Pyramid for Young Children (FGPYC)*. The other was with the National Academy of Pediatrics, which made plans for the distribution of approximately 62,000 copies of the *FGPYC* poster to all of its members. These new partnerships were in addition to

the 11 national food companies and the national parenting magazine that had signed a memorandum of understanding with USDA in FY 1999 to work together to promote the *FGPYC*.

Current Fiscal Year Performance: The Center is continuing collaboration with potential partners in FY 2001, and activities are on target.

Program Evaluations: None conducted during FY 2000.

Objective 5: Improve measures of consumer expenditures and cost analysis.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
5.1 Increase States' use of CNPP's annual report on <i>Expenditures on Children by Families</i> in setting child support and foster care payments: States reporting referring to CNPP cost estimates in setting support levels	N/A	50% of States' use	Target not assessed

2000 Data: No data were collected for this goal in FY 2000.

Analysis of Results: Because the target was not assessed, CNPP is not sure what percentage of States used the cost estimates. Thus, CNPP is not sure whether the target was met. The target would involve an expensive survey of each State, thus it was deemed unrealistic. However, CNPP was successful in distributing about 2,000 copies of the 1999 report. In FY 2000, there were 6,700 downloads of the 1998 report and 3,414 downloads of the 1999 report (based on Web-tracking services).

Description of Actions and Schedules: A new target was developed for FY 2001 that is more realistic—that *Expenditures on Children by Families* will be updated to reflect costs for the year 2000. We anticipate this target will be met.

Current Fiscal Year Performance: Publication of the next update of *Expenditures on Children by Families* is currently planned. CNPP anticipates this target will be met.

Program Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
5.2 Maintain USDA Food Plans and calculate monthly costs of food plans: Thrifty, Low-Cost, Moderate-Cost, and Liberal food plans updated	Recipes tested	Thrifty Food Plan released and monthly updates accomplished	Thrifty Food Plan released and monthly updates accomplished

2000 Data: The number of updates released is compiled from internal records of copies distributed, print orders, and from Web-tracking services.

Analysis of Results: The target for FY 2000 was met. *The Thrifty Food Plan, 1999, Executive Summary*, and *The Thrifty Food Plan, 1999, Administrative Report* were published. About 2,000 copies of the executive summary and 1,000 copies of the administrative report were distributed to interested parties; the executive summary was also made available on the CNPP Web site: about 8,000 copies were downloaded (based on Web-tracking services). In

addition, *Recipes and Tips for Healthy, Thrifty Meals* was published. (The publication is based on the administrative report.) About 1 million copies of *Recipes and Tips for Healthy, Thrifty Meals* were printed, and distribution to food stamp households nationwide began; 30,890 copies were downloaded from the CNPP Web site. Regarding the monthly updates, 16,857 copies were downloaded over the fiscal year; about 500 copies each month were also sent by mail.

Current Fiscal Year Performance: Distribution of publications and monthly updates of the food plans are continuing. CNPP is updating the other food plans: Low-Cost, Moderate-Cost, and Liberal. We anticipate this target will be met.

Programs Evaluations: None conducted during FY 2000.

Annual Performance Goals/Indicators	1999 Actual	2000 Target	2000 Actual
<p>5.3 Extend scientific information on family economics and nutrition to professional peers through <i>Family Economics and Nutrition Review</i>, the Web site, and other publications:</p> <p><i>Family Economics and Nutrition Review</i> subscriptions (and downloads) grow 10 percent.</p>	2200 subscriptions	Baseline established	850 active subscribers; 900 copies to depository libraries; 7,611 downloads

2000 Data: Data on subscriptions are based on actual counts from the Government Printing office, Web-tracking services, and internal reports of CNPP.

Analysis of Results: The target was met. From the Government Printing Office, 850 copies were sent to active subscribers and about 900 were forwarded to depository libraries. The Center also distributed another 600 copies to individuals on its mailing list. There were 7,611 downloads of the Review. CNPP extended the scientific information on family economics and nutrition by providing two issues of the journal, one of which was a double issue that focused on the *Food Guide Pyramid for Young Children*. Besides offering more research articles (seven) in the journal, CNPP provided more research briefs (six), and research summaries (10). For the first time, a scientific “Commentary” was provided. To promote the journal, CNPP distributed it at two major conferences: the annual conventions of the American Dietetic Association (attended by several thousand professionals) and Society of Nutrition Education (attended by 700 to 800 hundred). The journal was also promoted at a conference, sponsored by the Department of Health and Human Services, that related to the Healthy People 2010 Initiative, a national effort that identifies opportunities to improve the health of all Americans.

Current Fiscal Year Performance: CNPP will continue to ensure that the journal is widely disseminated. We anticipate that with increased exposure at national conferences and access via our Web site, the FY 2001 target will be met.

Program Evaluation: In FY 2000, an internal preliminary evaluation of the status of the Review was conducted. Participating in this evaluation were CNPP’s editors of the Review, the staff director responsible for publication of the Review, the director of public information, and the executive director. This discussion centered on resources needed to publish the Review and style changes that would meet the needs of the readers.